
Feature Writing

COMM-4402

Spring 2021 Section 01 3 Credits 01/09/2021 to 05/11/2021 Modified 01/04/2021

Description

Application and analysis of techniques for writing magazine and newspaper features and commentaries.

Requisites

Prerequisites:

COMM 3301 and COMM 1154 Minimum Grade: C and ENGL 1102 Minimum Grade: C

Corequisites:

Contact Information

Instructor: Dr. John Ike Sewell

Email: Please contact me re this class using the CourseDen email tool only.

Office: Humanities 147

Phone: 423-741-1474

Office Hours

VIRTUAL OFFICE HOURS will be held by phone (423) 741-1474 on Mondays from 10:30 a.m. until 12:30 p.m. and on Wednesdays from 9 a.m. until 12 p.m. (noon).

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Meeting Times

Lecture

TR 9:30 a.m.

TLC1111 and via CourseDen learning modules.

Materials

21st Century Feature Writing

Author: Johnson, C.

Publisher: Pearson

Edition: 1st Edition (2005)

The Associated Press Stylebook

Author: Associated Press

Publisher: Basic Books

Edition: Any edition from 2010 until the present will be accepted.

Outcomes

Learner Outcomes: Students will learn how to research, gather information, organize and write feature stories for mass media. The course will emphasize the following aspects of good writing and reporting:

- Accuracy and verification
- Storytelling skills
- Creativity
- Narrative observation
- Logical thinking
- News value
- Ethics

Evaluation

Grading Scale:

A: 90-100

B: 80-89

C: 70-79

D: 60-69

F: 60 and below

Criteria

Type	Weight	Topic	Notes
			<p><u>Course Requirements:</u></p> <ol style="list-style-type: none">1. Students will be expected to READ the assigned text chapters <i>before</i> they are presented and discussed in class. Attendance is mandatory for each class meeting.2. 5 AP Style Quizzes will AP style and/or test the student's ability to master writing skills for an immediate deadline.3. 3 Story Pitches will be delivered by each student in class. For each presentation you will present an idea for a story and explain how you will pursue the story, including contacts and leads. I will provide a handout detailing the requirements for these assignments.4. 3 Complete Rough Drafts will be produced by the student during the semester.5. 3 FEATURE STYLE ARTICLES will be produced by the student during the semester. You will do the reporting (interviews and observation) for these stories and deliver publication ready articles. I will provide handouts detailing the requirements for these assignments.

Breakdown

Grade	Range	Notes
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Grade	Range	Notes
		<u>Point Values per assignment/assessment</u>
		Feature Story 1 20 points
		Feature Story 2 20 points
		Feature Story 3 20 points
		Feature Story Pitch (3) 2 points each (total: 6 pts.)
		Rough Draft (3) 3 points each (total: 9 pts.)
		<u>AP style quiz (5)</u> 5 points each (total: 25 pts.)
		Total Points 100 points

Assignments

1. **5 AP Style Quizzes** will AP style and/or test the student's ability to master writing skills for an immediate deadline.
2. **3 STORY PITCHES** will be delivered by each student in class. For each pitch you will present an idea for a story and explain how you will pursue the story, including contacts and leads. I will provide a handout detailing the requirements for these assignments.
3. **3 Complete Rough Drafts** will be produced by the student during the semester.
4. **3 FEATURE STYLE ARTICLES** will be produced by the student during the semester. You will do the reporting (interviews and observation) for these stories and deliver publication ready articles. I will provide handouts detailing the requirements for these assignments.

Schedule

When	Topic	Notes
		<p>COMM 4402: FALL 2021 ONLINE LEARNING & ASSIGNMENT SCHEDULE</p> <p><u>All LEARNING MODULES</u> are located on the Course Den site under the CONTENT tab.</p> <p><u>All ASSIGNMENTS</u> (Exams, quizzes, semester project pitch, rough drafts and final edits) are taken/turned in via the CourseDen site.</p> <p><u>LEARNING MODULES—SEQUENCE AND LIMITATIONS:</u> There are two learning modules per week in this class. Each learning module will be open for a 48 hour period within which you can view PowerPoint lectures, take quizzes and/or turn in assignments on deadline.</p> <p><u>IMPORTANT:</u> This class is sequentially ordered and is best learned over time. Each learning module will be open for a 48 hour period. After the 48 hour period is over, you will no longer have access to the PowerPoint lecture content and/or assignment content (quizzes, deadlines) available during the given learning module. As such, you will only be able to access course content sequentially and in evenly dispersed time increments spanning the semester.</p> <p>With the Course Den system, I have the ability to monitor when (dates and times of day) and for how long you are logged in. As such, I will know whether or not you viewed the PowerPoint lectures during a given module.</p> <p>MT: Monday & Tuesday</p> <p>WR: Wednesday & Thursday</p> <p><i><u>Date</u></i> <i><u>PowerPoint Lectures/Assigned Reading/Deadlines</u></i></p> <p>WR Jan. 13-14 Module 1: Module 1 MP4--INTRODUCTION</p> <p>MT Jan. 18-19 MLK Holiday: NO CLASS MEETING/NO LEARNING MODULE</p>

When	Topic	Notes
WR Jan. 20-21		<p>Module 2: Module 2 MP4</p> <p><u>Assigned Reading:</u> Johnson Chapter 1</p>
MT Jan. 25-26		<p>Module 3: Module 3 MP4</p> <p><u>Assigned Reading:</u> Johnson Chapter 2</p>
WR Jan. 27-28		<p>Module 4: Module 4 MP4</p> <p>Pitch 1 Due via Pitch 1 Assignment Turn-In.</p> <p>Pitch 1 deadline: Thur., Jan. 28, 11:59 p.m.</p>
MT Feb. 1-2.		<p>Module 5: Module 5MP4</p> <p><u>Assigned Reading:</u> Johnson Chapter 3</p> <p>Quiz 1 due in Module 5.</p> <p>Quiz 1 deadline: Tue., Feb. 2, 11:59 p.m.</p>
WR Feb. 3-4		<p>Module 6: Module 6 MP4</p> <p><u>Assigned Reading:</u> Johnson Chapter 4</p>
<p><u>There are NO MORE READING ASSIGNMENTS FOR THE SEMESTER after Module 6.</u></p>		
MT Feb. 8-9		<p>Module 7: Module 7 MP4</p> <p>Draft 1 due via Draft 1 Assignment Turn-In.</p> <p>Draft 1 deadline: Thur. Feb. 9, 11:59 p.m.</p>
WR Feb. 10-11		<p>Module 8: Module 8 MP4 (Draft 1 Workshop)</p> <p>Quiz 2 due in Module 8.</p> <p>Quiz 2 deadline: Thur., Feb. 11, 11:59 p.m.</p>
MT Feb. 15-16		<p>Module 9: Module 9 MP4 (Draft 1 Workshop continued)</p>
WR Feb. 17-18		<p>Module 10: Module 10 MP4</p> <p>Final Edit Story 1 due via Final Edit Story 1 Assignment</p> <p>Final Edit Story 1 deadline: Thur., Feb. 18, 11:59 p.m.</p>
MT Feb. 22-23		<p>Module 11: Module 11 MP4</p>

Turn-In.

When	Topic	Notes	Pitch 2 due via Pitch 2 Assignment Turn-In.
			Pitch 2 deadline: Tue., Jan. 23, 11:59 p.m.
	WR Feb. 24-25		Module 12: Module 12 MP4
	MT March 1-2		Module 13: Module 13 MP4
	WR March 3-4		Module 14: Module 14 MP4
			Quiz 3 due in Module 14.
			Quiz 3 deadline: Thur., March 24, 11:59 p.m.
	MT March 8-9		Module 15: Module 15 MP4
			Draft 2 Due via Draft 2 Assignment Turn-In.
			Draft 2 deadline: Tues., March 9, 11:59 p.m.
	WR March 10-11		Module 16: Module 16 MP4
		SPRING BREAK MARCH 15-19: NO CLASS MEETINGS OR LEARNING MODULES	
	MT March 22-23		Module 17: Module 17 MP4
	WR March 24-25		Module 18: Module 18 MP4
			Final Edit Story 2 due via Final Edit Story 2 Assignment
			Final Edit Story 2 deadline: Thur., March 24, 11:59 p.m.
	MT March 29-30		Module 19: Module 19 MP4
			Pitch 3 due via Pitch 3 Assignment Turn-In.
			Pitch 3 deadline: Tue., March 30, 11:59 p.m.
	WR March 31-April 1		Module 20: Module 20 MP4
	MT April 5-6		Module 21: Module 21 MP4
	WR April 7-8		Module 22: Module 22 MP4
			Quiz 4 due in Module 22.

Turn-In.

When	Topic	Notes	Quiz 4 deadline: Thur., April 8, 11:59 p.m.
		MT April 12-13	<p>Module 23: Module 23 MP4</p> <p>Draft 3 Due via Draft 3 Assignment Turn-In.</p> <p>Draft 3 Deadline: Tues., April 13, 11:59 p.m.</p>
		WR April 14-15	Module 24: Module 24 MP4
		MT April 19-20	Module 25: Module 25 MP4
		WR April 21-22	<p>Module 26: Module 26 MP4</p> <p>Quiz 5 due in Module 26.</p> <p>Quiz 5 deadline: Thur., April 22, 11:59 p.m.</p>
		MT April 26-27	Module 27: Module 27 MP4
		WR April 28-29	<p>Module 28: Module 28 MP4</p> <p>Final Edit Story 3 due via Final Edit Story 3 Assignment</p> <p>Final Edit Story 3 deadline: Thur., April 28, 11:59 p.m.</p>
			Turn-In.

* Course Policies and Resources

All LEARNING MODULES are located on the Course Den site under the CONTENT tab.

All ASSIGNMENTS (Exams, quizzes, semester project pitch, rough drafts and final edits) are taken/turned in via the CourseDen site.

All DEADLINES are absolute and inflexible. Missed deadlines for quizzes and assignments will result in a score of zero.

@ College/School Policies

Mission

Fair, just, and productive societies require the free flow of news, information, and ideas from communicators of knowledge, skill, and integrity who reflect the diversity of the people they serve. Therefore, the Department of Mass Communications strives to provide high quality academic and experiential learning opportunities to prepare students for successful integration into the global community as industry professionals, leaders, and thinkers in the fields of convergence journalism, digital media and telecommunication, film and video production, and public relations.

Vision

The Department of Mass Communications is committed to empowering students to communicate clearly, act responsibly, think critically, and understand context(s) to enhance their personal, civic, academic, and professional lives, facilitating active participation in an evolving and increasingly diverse society.

Strategic Priorities

Invested Teaching

To inspire and equip students to discover their personal, intellectual, and professional potential through personalized teaching, academic coaching, and career mentoring.

Experiential Learning

To offer students early and on-going multiple and diverse hands-on learning to develop and enhance personal, intellectual, and professional growth.

Connectedness

To serve as the hub that connects and cultivates partnerships among key stakeholders to enhance personal, intellectual, and professional growth. Key stakeholders include administrators, faculty, staff, students, alumni, industry, community, and friends.

Mass Communications Degree Program Learning Outcomes

ACEJMC Professional Values and Competencies: The Bachelor of Science degree program in Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and the Department is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its Mass Communications degree program learning outcomes ACEJMC's 12 professional values and competencies, known as 6 X 6 MASS COMM SUCCESS, that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog](https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991) (https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991) or [ACEJMC - Standard 2. Curriculum and Instruction](http://www.acejmc.org/policies-process/nine-standards/) (<http://www.acejmc.org/policies-process/nine-standards/>).

6 X 6 MASS COMM SUCCESS

<p>6 X 6 MASS COMM SUCCESS (https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG)</p> <p>(click to view image)</p>	<ol style="list-style-type: none">1. Freedom of Speech & Press2. History3. Diversity4. Global Impact5. Theory6. Ethics7. Think Critically & Creatively8. Research & Evaluate9. Write Effectively10. Self-Evaluate11. Apply Numbers & Statistics12. Apply Technology
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Film & Video Production Degree Program Learning Outcomes

Overview: The Bachelor of Science degree program in Film & Video Production is designed to train graduates in the field who are agile, adaptable, and able to employ their skills in an array of roles from entrepreneurial content producers to on-set film work, both above and below the line. It will provide students with a comprehensive understanding of the machinery at work behind media production and distribution, along with a set of tangible, marketable, and transferable skills for an array of positions within the infrastructure of film and content production. The FVP degree program learning outcomes include:

1. Demonstrate critical thinking, aesthetic awareness and technical proficiency in the production and assessment of audio-visual film work.

2. Understand all phases and roles of film production in order to help formulate career goals.
3. Understand the various potentials of film as both a commodity for a targeted audience, and an act of authorship and creative expression.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of cinema in a global society.

Institutional Policies

Academic Support

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services \(https://www.westga.edu/student-services/counseling/accessibility-services.php\)](https://www.westga.edu/student-services/counseling/accessibility-services.php).

Center for Academic Success: The [Center for Academic Success \(http://www.westga.edu/cas/\)](http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu.

University Writing Center: The [University Writing Center \(https://www.westga.edu/writing/\)](https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu.

Online Courses

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the [UWG Online \(https://uwgonline.westga.edu/\)](https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide \(http://uwgonline.westga.edu/online-student-guide.php\)](http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares \(http://www.westga.edu/UWGCares/\)](http://www.westga.edu/UWGCares/) site. [Online counseling \(https://www.westga.edu/student-services/counseling/index.php\)](https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate

others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the [Student Handbook \(https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php\)](https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: http://www.usg.edu/hb280/additional_information# (http://www.usg.edu/hb280/additional_information)

You may also visit our website for help with USG Guidance: <https://www.westga.edu/police/campus-carry.php> (<https://www.westga.edu/police/campus-carry.php>)

Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the [Counseling Center](#). Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in [Health Services](#). To report a concern anonymously, please go to [UWGcares](#).

ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the [E.L.L. resource page](#) for more information.

COVID-19

Proctored Exams/Online Instruction: Students should be aware and plan ahead for the possibility of having to complete all courses and/or exams online or in a proctored environment. This means talking with your instructors about what minimum technical requirements (software and hardware) will be required should your class move online or a student's personal needs dictate. This also includes making plans for internet access at whatever location participation may occur.

Virtual or in-person proctored exams, if your instructor should require them, may result in an additional cost to the student. Please discuss these details with your instructor or see the information provided here.

Face Coverings: Effective July 15, 2020, University System of Georgia institutions, including the University of West Georgia, will require all faculty, staff, students, and visitors to wear an appropriate face covering while inside campus facilities/buildings where six feet social distancing may not always be possible. Face covering use will be in addition to and is not a substitute for social distancing.

Face coverings are not required in campus outdoor settings where social distancing requirements are met. Anyone not using a

face covering when required will be asked to wear one or must leave the area.

Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons.

Student FAQs: For more information about UWG COVID-19 guidance for students visit the [Student FAQ webpage](https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php) (<https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php>).

Additional Items
